

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-194 (Canceled).

Claim 195 (Currently Amended): A data-providing system comprising:
a first data-transmitting section configured to transmit a continuous stream of content data including multimedia content groups, each including program data and auxiliary data items;
an edit control section configured to perform an editing operation on [[the]] attributes of each program data and auxiliary data items, thereby automatically assembling new content data, the attributes including a conflict attribute identifying associated content data which is precluded from assembly with predetermined other content data for providing new content data; and
a second data-transmitting section configured to select the auxiliary data items to be inserted into the program data in accordance with the new content data assembled by the edit control section, thereby to transmit a continuous stream of adapted content data that includes multimedia content groups, each including the program data and the auxiliary data items,
wherein the auxiliary data items include, at least, a validity term and conditions relative to the assignment of rights for editing attributes of each auxiliary data item.

Claim 196 (Previously Presented): The system according to claim 195, further comprising:

a data server apparatus configured to change the order of the items of the new content data which has been assembled by the edit control section and which includes multimedia content groups, each including the program data and the auxiliary data items, and configured

to output the items of new content data in the order changed, thereby to transmit the new content data.

Claim 197 (Previously Presented): The system according to claim 195, further comprising:

a data server apparatus configured to skip certain auxiliary data items contained in the new content data which has been assembled by the edit control section and which includes multimedia content groups, each including the program data and the auxiliary data items, thereby to transmit the new content data.

Claim 198 (Previously Presented): The system according to claim 195, further comprising:

a data server apparatus configured to transmit additional auxiliary data items, together with the new content data which has been assembled by the edit control section and which includes multimedia content groups, each including the program data and the auxiliary data items.

Claim 199 (Previously Presented): The system according to claim 198, wherein the data server apparatus acquires the additional auxiliary data items from an external system, by the use of the edit control section.

Claim 200 (Previously Presented): The system according to claim 198, wherein the data server apparatus incorporates a generator to generate additional auxiliary data items.

Claim 201 (Previously Presented): The system according to claim 195, further comprising:

a data terminal apparatus configured to change the order of the items of the new content data which has been assembled by the edit control section and which includes multimedia content groups, each including the program data and the auxiliary data items, and configured to transmit the items of new content data in the order changed.

Claim 202 (Canceled).

Claim 203 (Previously Presented): The data-providing system of Claim 195, wherein the conflict attribute identifies a list of conflicting content provider entities.